



RESOLUTION NO. 2006-08

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
LODI CONFIRMING THE 2006 ANNUAL REPORT FOR THE
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA
NO. 1 AND LEVY OF ASSESSMENT

WHEREAS, Downtown Lodi Business Improvement Area No. 1 was established December 17, 1997, by Council adoption of Ordinance No. 1654; and

WHEREAS, the Annual Report, as required by Streets and Highways Code §36533, has been submitted to the City Council by the Board of Directors of said Improvement Area; and

WHEREAS, a public hearing was held as required by Streets and Highways Code §36524 on January 4, 2006, in the City Council Chambers at Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 p.m., or as soon thereafter as possible, to consider protests to the assessment levy.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

- 1) The required public hearing was duly held, at which time the public was allowed to present written or oral protests to the levy of assessment for Downtown Lodi Business Improvement Area No. 1.
- 2) A majority protest as defined in the Streets and Highways Code §36525 was not made.
- 3) The 2006 Annual Report as submitted on December 21, 2005, by the Board of Directors of the Improvement Area to the City Council is hereby confirmed as originally filed and attached hereto.
- 4) The confirmation of the report and adoption of this resolution constitutes the levy of the assessment as contained in the Annual Report for the calendar year 2006.

Dated: January 4, 2006

I hereby certify that Resolution No. 2006-08 was passed and adopted by the City Council of the City of Lodi in a regular meeting held January 4, 2006, by the following vote:

AYES: COUNCIL MEMBERS – Beckman, Hansen, Johnson, and Mounce
NOES: COUNCIL MEMBERS – Mayor Hitchcock
ABSENT: COUNCIL MEMBERS – None
ABSTAIN: COUNCIL MEMBERS – None


SUSAN J. BLACKSTON
City Clerk



2005/2006 Annual Report

Items listed below refer to Section 36533(b) of the California Streets and Highway Code:

- No changes in boundaries of benefit zones within the area are proposed
- No physical improvements are planned
- Budget for the budget year July 1, 2005 through June 30, 2006 is enclosed (Exhibit B)
- A Benefit Fee Schedule and a Map of the Business Improvement Area are enclosed as Exhibits C & D respectively. There are no changes in the Benefit Fee Schedule.
- The Budget details all sources of income and projected expenses

Exhibit A

The Downtown business community is important to the City's overall health and vitality. The myth:

- Downtown revitalization only benefits downtown,
- Is nothing more than an attempt to save a few declining businesses
- Only benefits those businesses which are located downtown

This myth **must be** dispelled by getting the word out. Downtown revitalization is an investment in the future health of the entire community. Economically depressed downtowns drag the rest of the city down as well. The condition of downtown has come to be viewed as a barometer with two factors that are critical to investors: a community's overall economic health, and the capacity of its private and public sector leaders. Investors, prospects and potential residents, tend to look at a community's downtown as an indication of the quality of life offered by that community. Downtown is the heart of the community.

Over the past seven plus years, our Downtown has become a source of great civic pride and accomplishment, becoming the model for redevelopment throughout the Central Valley and State. Visitors to our city often comment on how pristine our Downtown is. The Downtown Lodi Business Partnership (DLBP) in partnership with businesses, professionals, merchants, and the City, manages Downtown. We maintain an office staffed with an Executive Director and administrative staff, to serve as an advocate for the downtown, to develop and conduct ongoing public awareness and educational programs designed to enhance appreciation of the downtown's physical assets, commercial environment and cultural charm, provides day-to-day oversight of projects in progress, acts as a point person for all downtown-related inquiries and issues, fosters and maintains a cooperative working relationship with existing business owners, prospective developers, and governmental agencies. The staff maintains and disseminates data and information pertaining to specifics projects and events. We establish and administer procedures for the use of streets for various activities and events, conduct events, develop and implement marketing for Downtown.

While this year has been challenging, the DLBP has continued to involve, develop, and promote downtown. Our by laws state our purpose with a common business interest of merchants, services, and professionals. Our very active and diverse board of directors is the main leadership element, providing varying expertise in a broad range of subjects.

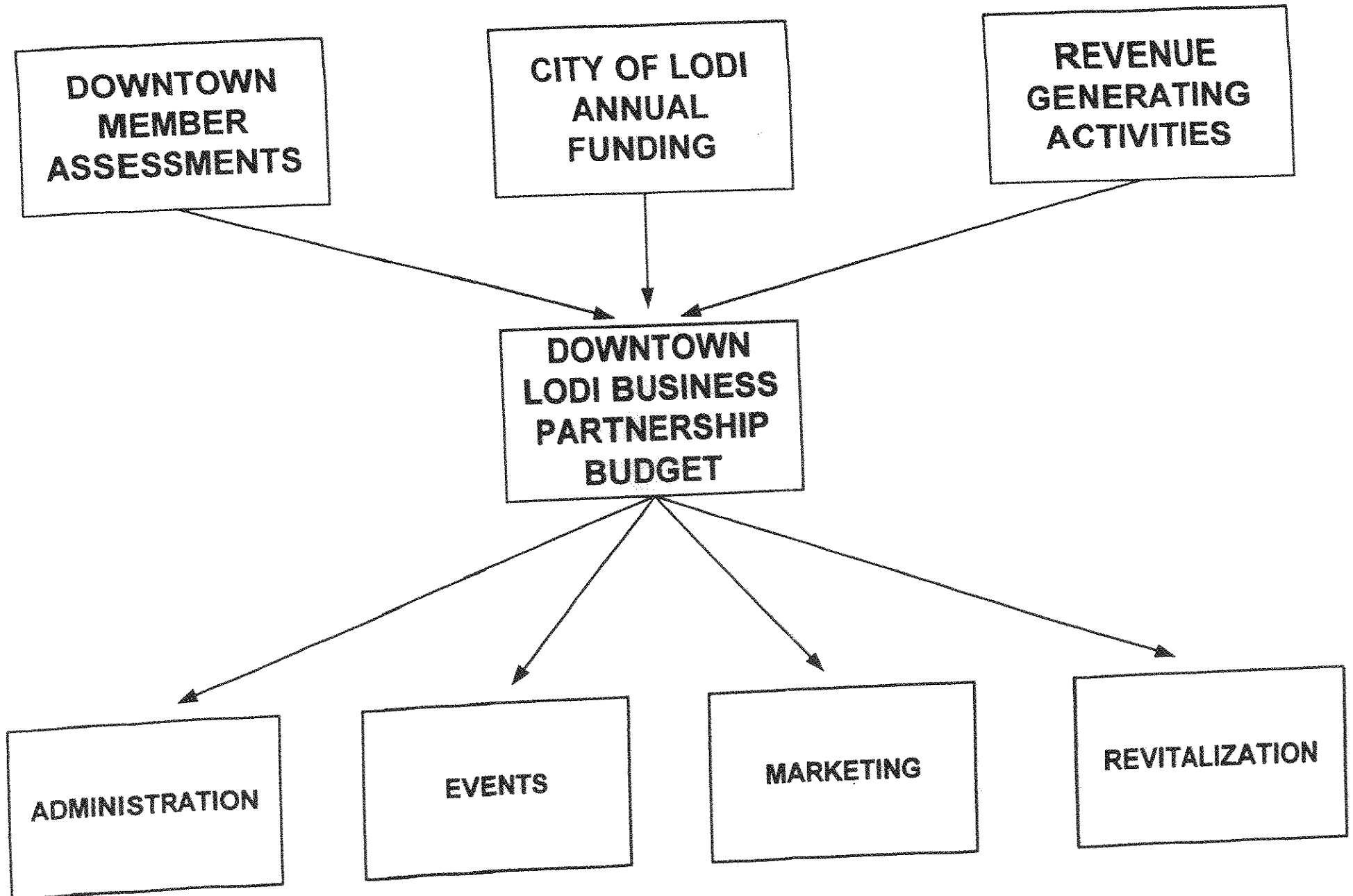
During the past year, we have:

- Set up an Economic Development Committee to coordinate and interface with the City's overall economic development program.
- Developed and implemented the DLBP event policy, contract and fee schedule (see attached)

- Parking Committee and staff continued to work with city staff on parking management. It should be noted that while many consider parking a problem, we would consider it a bigger problem if there were no vehicles downtown.
- Collaborated and developed relationships with the Lodi Conference and Visitors Bureau, Chamber of Commerce, Wine Grape Commission, Hutchins Street Square, and the City of Lodi to form a group called "Destination Lodi". We meet monthly to discuss partnering to promote Lodi. We spent one full day with a facilitator discussing marketing of Lodi. At the end of the day, it was decided that we have two major areas to market; our wine appellation and Downtown.
- Supported, with enthusiasm, the City, in a program to bring tasting rooms downtown.
- In cooperation with our Faith community, partnered with the Family Faith Festival and 40 Days of community
- Worked with the City transportation manager to promote public transportation in Downtown Lodi. The manager sits on our Parade of Lights committee and is working to establish shuttle buses for the Parade.
- Continued to hold our Signature events: the Farmers Market and the Parade of Lights. Our Farmer's Market continued to grow and is rated one of the top in the State. The Parade of Lights was fantastic with one hundred entries.
- Adopted the Walldogs under our DLBP umbrella and are working in collaboration to insure a success event for our centennial celebration.

Our work is not complete; we still have much to do to reach our ultimate goals for Downtown. It is critical that the City continue to fund the Downtown Lodi Business Partnership for us to be successful. A thriving and successful Downtown will benefit the whole community's overall economic health. We want to thank the City Council and City staff for their continued support. We look forward to working with the City in achieving successes for Downtown Lodi.

DOWNTOWN LODI BUSINESS PARTNERSHIP OVERVIEW



**DOWNTOWN LODI BUSINESS PARTNERSHIP
PROPOSED BUDGET**

JULY 1, 2005 THROUGH JUNE 30 2006

INCOME		
Assessment Fees	34500.00	
City of Lodi	52500.00	
Banner Program	2500.00	
Brews & Blues	5000.00	
Candy Sales	18000.00	
Easter Promotion	1500.00	
Farmers Market	55000.00	
Kiddie Parade	1000.00	
Octoberfest	3000.00	
Parade of Lights	15000.00	
Wine & Sausag Festival	5000.00	
Winterfest	6000.00	
Miscellaneous Events & Sales	4000.00	
TOTAL INCOME		<u>203000.00</u>
EVENT EXPENSES		
Banner Program	1000.00	
Brews & Blues	1500.00	
Candy Sales	13000.00	
Centennial Celebration	1000.00	
Easter Promotion	500.00	
Farmers Market	30000.00	
Kiddie Parade	300.00	
Octoberfest	1000.00	
Parade of Lights	6000.00	
Walldogs	1000.00	
Wine & Sausage Festival	1500.00	
Winterfest	4000.00	
Miscellaneous	1000.00	
		<u>61800.00</u>
MARKETING EXPENSES		
Marketing Campaigns	11000.00	
Mileage & Meetings	1500.00	
Web Page Update	4000.00	
Advertising & Promotion	5000.00	
		<u>21500.00</u>
REVITALIZATION		
Brochure (Historical Walking Tour)	2500.00	
Kiosk Update	2000.00	
Placques & Trophies	1500.00	
Quarterly Meetings	800.00	
Sunshine Committee	800.00	
Training & Information Seminars	1000.00	
Tree Light Maintenance	3000.00	
		<u>11600.00</u>
ADMINISTRATIVE EXPENSES		
Bank Fees	560.00	
Insurance	12000.00	
Office Supplies	3000.00	
Office Equipment	4000.00	
Postage	2500.00	
Payroll Expense	78000.00	
Professional Fees	1000.00	
Rent	5040.00	
Telephone	2000.00	
		<u>108100.00</u>
TOTAL EXPENSES		<u>203000.00</u>
NET INCOME		<u>0.00</u>

EXHIBIT B

EXHIBIT C
Downtown Lodi Business Partnership
Benefit Fee Schedule

	ZONE A	ZONE B
Retailers and Restaurants	\$200. (1-3 emp.) \$300. (4-6 emp.) \$400. (7 + emp.)	\$100. \$150. \$200.
Service Businesses	\$150.	\$ 75.
Professional Business	\$100.	\$ 50.
Financial Institutions	\$500.	\$500.

Note: Retail and restaurant businesses will be charged on size which will determined by the number of employees, either full-time or the equivalent made up of multiples of part-time employees.

Business type definitions:

Retail and Restaurant: Businesses that buy and resell goods, examples are clothing stores, shoe stores, office supplies as well as businesses that sell prepared foods and drinks.

Service Businesses: Businesses that sell services. Examples are beauty and barber shops, repair shops, lodging, most automotive-oriented businesses, entertainment businesses such as theaters, etc.

Professional Businesses: Includes Architects, Engineers, Attorneys, Dentists, Doctors, Accountants, Optometrists, Realtors, Insurance Offices, Mortgage Brokers and most other businesses that require advanced and/or specialized licenses and/or advanced academic degrees.

Financial Institutions: Includes banking and savings and loan institutions as well as credit unions, etc.

